



# PERTH RADIO - SURVEY 8 2016

## Share Movement (%) by Demographic, Mon-Sun 5.30am-12midnight

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
6IX	4.2	5.0	-0.8	3.4	3.4	0.0	3.8	1.8	2.0	1.4	1.9	-0.5	3.7	5.8	-2.1	8.1	9.3	-1.2	5.3	6.1	-0.8
6PR	8.2	7.6	0.6	5.0	4.1	0.9	0.2	0.4	-0.2	2.6	2.6	0.0	9.7	7.1	2.6	11.2	10.8	0.4	14.7	16.2	-1.5
MIX 94.5	15.7	16.9	-1.2	13.5	18.5	-5.0	10.5	10.1	0.4	13.9	13.1	0.8	23.1	24.9	-1.8	18.5	25.1	-6.6	8.8	7.5	1.3
HIT 92.9	11.4	11.6	-0.2	23.6	22.8	0.8	26.5	22.4	4.1	23.5	22.3	1.2	8.0	9.6	-1.6	1.0	1.6	-0.6	0.4	0.5	-0.1
96FM	6.9	7.4	-0.5	5.0	3.9	1.1	5.3	8.1	-2.8	7.0	10.5	-3.5	11.5	10.1	1.4	8.2	6.1	2.1	1.2	2.1	-0.9
NOVA93.7	11.8	11.2	0.6	26.5	25.7	0.8	14.0	11.9	2.1	18.9	16.8	2.1	13.9	11.9	2.0	4.1	7.0	-2.9	1.0	1.4	-0.4
ABC720	9.1	8.6	0.5	1.8	1.8	0.0	2.1	2.9	-0.8	2.8	2.5	0.3	6.3	6.4	-0.1	15.5	13.1	2.4	20.1	19.8	0.3
6RN	1.6	1.5	0.1	0.8	1.0	-0.2	*	*	*	0.4	0.4	0.0	1.5	0.9	0.6	2.1	1.4	0.7	3.6	4.3	-0.7
NEWSR	1.1	1.2	-0.1	0.9	0.5	0.4	1.1	1.0	0.1	0.7	0.9	-0.2	0.8	1.1	-0.3	1.6	1.3	0.3	1.5	1.7	-0.2
6JJJ	8.6	9.4	-0.8	8.5	10.0	-1.5	27.6	27.0	0.6	16.4	16.9	-0.5	6.8	8.0	-1.2	2.1	2.2	-0.1	0.1	0.1	0.0
ABC FM	2.8	2.9	-0.1	0.5	0.9	-0.4	0.5	0.4	0.1	0.9	1.4	-0.5	1.0	1.6	-0.6	2.0	1.6	0.4	9.8	9.2	0.6

## Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn			Mon-Fri 5:30am-9:00am			Mon-Fri 9:00am-12:00md			Mon-Fri 12:00md-4:00pm			Mon-Fri 4:00pm-7:00pm			Mon-Fri 7:00pm-12:00mn			Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
6IX	4.0	4.9	-0.9	3.6	3.6	0.0	4.9	6.2	-1.3	5.2	6.0	-0.8	2.6	3.7	-1.1	2.3	3.9	-1.6	4.7	5.3	-0.6
6PR	8.5	7.8	0.7	11.2	10.0	1.2	8.5	8.0	0.5	6.1	5.6	0.5	7.6	6.8	0.8	9.7	8.4	1.3	7.3	7.2	0.1
MIX 94.5	16.1	17.1	-1.0	12.5	14.6	-2.1	17.9	17.5	0.4	19.1	19.1	0.0	16.6	18.4	-1.8	12.8	15.7	-2.9	14.4	16.3	-1.9
HIT 92.9	11.5	11.5	0.0	10.4	11.4	-1.0	11.2	10.4	0.8	12.8	12.7	0.1	13.6	12.9	0.7	7.6	8.3	-0.7	11.1	11.9	-0.8
96FM	7.2	7.7	-0.5	6.1	6.7	-0.6	7.6	8.6	-1.0	8.4	9.3	-0.9	7.0	6.7	0.3	5.5	4.9	0.6	6.2	6.4	-0.2
NOVA93.7	11.9	11.3	0.6	12.3	11.9	0.4	9.6	9.0	0.6	11.8	11.3	0.5	13.7	12.9	0.8	13.8	12.8	1.0	11.2	10.6	0.6
ABC720	9.1	8.7	0.4	13.0	11.7	1.3	8.4	8.5	-0.1	7.4	6.8	0.6	6.6	5.9	0.7	8.6	10.7	-2.1	9.3	8.2	1.1
6RN	1.6	1.3	0.3	2.4	1.6	0.8	1.2	1.1	0.1	0.8	0.7	0.1	1.9	1.7	0.2	2.1	2.1	0.0	1.6	1.9	-0.3
NEWSR	1.1	1.2	-0.1	1.6	2.0	-0.4	0.8	0.9	-0.1	0.7	0.8	-0.1	0.6	0.8	-0.2	2.1	1.8	0.3	1.1	1.1	0.0
6JJJ	8.7	9.6	-0.9	8.7	9.2	-0.5	8.6	9.6	-1.0	8.1	9.0	-0.9	10.9	11.3	-0.4	7.2	9.3	-2.1	8.3	8.8	-0.5
ABC FM	2.6	2.9	-0.3	2.9	3.1	-0.2	2.6	2.5	0.1	2.1	2.1	0.0	2.5	3.3	-0.8	3.7	4.8	-1.1	3.6	3.0	0.6

Please note: Listening via streaming to all radio stations is included in these results.